

Suggested Work Plan Format Including Evaluation

- Please Note: This example does not list individuals or staff positions responsible for gathering data (Box 8), responsible for accomplishing the objective (Box 9), and responsible for accomplishing the activity (Box 11). This is very important information that you need to complete for your particular work plan.
- As the objectives in this work plan are time phased, specific dates for each activity are not required (Box 12). However, setting target dates for activity completion will help you in planning your program.

1. American Lung Association (ALA) National Office

2. Priority: Asthma

3. Goal I: Evaluate the impact of the Comprehensive Asthma Management Plan (CAMP) initiative in eight pilot settings to obtain information that can inform National ALA efforts to increase the number of “asthma-friendly” schools nationwide.			
4. Objective 1: By the end of the fiscal year, the National ALA office will develop evaluation tools and processes to support the CAMP evaluation.			
5. Rationale for objective: Developing evaluation tools and establishing processes to support the evaluation are integral to the operation and success of an evaluation. The tools enable ALA to collect data that demonstrates the extent to which ALA programming is meeting its goals and the processes facilitate organization and efficiency in the evaluation activities.			
6. Measures of accomplishment a. Evaluation tools developed (i.e., surveys, interview protocols, tracking log) that appropriately measure various aspects of the CAMP initiative. b. Data collection and management processes are established and shared with pilot site staff. c. Development of a data	7. Data sources to measure accomplishment a. Evaluation tools exist (i.e., surveys, interview protocols, tracking log). b. Written evaluation procedures. c. Existence of an operating	8. Primary person(s) responsible to gather data	9. Primary person(s) responsible for accomplishing objective

management system.	data management system.		
d. Staff at pilot sites are trained on using the data management system.	d. Training logs and certificates of training are collected.		
e. Evaluation tools are distributed to pilot sites and pilot site stakeholders.	e. Distribution lists for evaluation tools.		
f. Communication system developed and functioning.	f. Documented procedures for using the communication system, list of staff using the communication system, number of messages sent using the communication system.		
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line	
a. Develop data collection tools for evaluation.			
b. Pilot and refine data collection tools.			
c. Develop a data management system.			
d. Pilot and refine data management system.			
e. Develop data submission procedures			
f. Pilot and refine data submission procedures.			
g. Develop evaluation timelines.			
h. Develop procedures for communication between National ALA office and pilot sites.			
i. Train staff at the National level, pilot sites, and pilot site stakeholders to use the			

data management system			
j. Train staff at the National level, pilot sites, and pilot site stakeholders to use the communication system.			
k. Distribute evaluation tools and evaluation process documents to pilot sites and pilot site stakeholders.			
<p>4. Objective 2: By the first half of the fiscal year, the National ALA office will have sponsored an Asthma-Friendly School Initiative (AFSI) Toolkit training for all eight pilot site coordinators and 80% of the pilot site stakeholders.</p>			
<p>5. Rationale for objective: The AFSI Toolkit training provides the following information to each pilot site: guidance for proper implementation of the CAMP initiative, an orientation to roles and responsibilities of all stakeholders related to CAMP and the evaluation, guidance on proper use of the evaluation tools and the AFSI Toolkit, and distribution of the evaluation tools and the AFSI Toolkit to the attendees. Providing this information to all the evaluation's stakeholders enables the CAMP initiative and evaluation to take place and increases the level of efficiency and credibility of the evaluation.</p>			
<p>6. Measures of accomplishment</p> <p>a. Number of AFSI trainings held at each pilot site.</p> <p>b. Number and characteristics of the audience that attends the AFSI trainings.</p> <p>c. Evaluation data are collected at the AFSI trainings.</p>	<p>7. Data sources to measure accomplishment</p> <p>a. Record of number of trainings</p> <p>b. Attendance logs for AFSI Toolkit trainings; sign-in logs, training enrollment logs</p> <p>c. Evaluation data collected from training participants</p>	<p>8. Primary person(s) responsible to gather data</p>	<p>9. Primary person(s) responsible for accomplishing objective</p>
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity		12. Activity time line
a. Plan the AFSI Toolkit trainings			
b. Invite pilot site coordinators and pilot			

site stakeholders to the AFSI Toolkit trainings.		
c. Disseminate evaluation tools and AFSI Toolkits to pilot site coordinators and pilot site stakeholders		
d. Administer the pre/post evaluation instruments on the AFSI Toolkit trainings		
<p>4. Objective 3: By the end of the fiscal year, the National ALA office will collect and aggregate three quarterly data sets and one annual data set from eight pilot sites.</p>		
<p>5. Rationale for objective: This information drives decision making and planning related to implementation, revision, and expansion of the CAMP program within the pilot schools and in schools nationwide. These data also provide evidence to address the level of effectiveness of the program to meet the overall goal of creating a mechanism where all children with asthma are in school and able to learn.</p>		
<p>6. Measures of accomplishment</p> <p>a. Submitted quarterly and annual data sets to the National ALA office from pilot sites.</p> <p>b. National ALA office aggregates quarterly pilot site data into a single data set.</p>	<p>7. Data sources to measure accomplishment</p> <p>a. Quarterly report submission logs, national quarterly and annual reports.</p> <p>b. Aggregated data set complete and usable.</p>	<p>8. Primary person(s) responsible to gather data</p> <p>9. Primary person(s) responsible for accomplishing objective</p>
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line

<p>a. Develop plan and schedule for pilot sites to submit quarterly data sets to National ALA office.</p> <p>b. Aggregate quarterly data sets received from pilot sites.</p>		
<p>4. Objective 4: By the end of the fiscal year, the National ALA office will conduct a minimum of six AFSI Toolkit trainings, three focus groups, 60 conference calls, and six site visits with the pilot sites to support the CAMP evaluation.</p>		
<p>5. Rationale for objective: The site visits, conference calls, and focus groups are all activities that facilitate the data collection process for the evaluation. The AFSI Toolkit trainings provide guidance to all stakeholders on their roles and responsibilities during the evaluation and the conference calls, site visits, and focus groups are vehicles through which data are collected by the National ALA office.</p>		
<p>6. Measures of accomplishment</p> <p>a. Number of AFSI Toolkit trainings, site visits, focus groups, and conference calls conducted.</p> <p>b. Number and characteristics of pilot sites and pilot site stakeholders who participate in the AFSI Toolkit trainings, site visits, conference calls, and focus groups</p> <p>c. Evaluation data are collected</p>	<p>7. Data sources to measure accomplishment</p> <p>a. Training evaluation data, site visit reports, focus group notes and reports, meeting minutes.</p> <p>b. Attendance and registration logs for trainings, site visits, conference calls, and focus groups.</p> <p>c. Minutes and other records</p>	<p>8. Primary person(s) responsible to gather data</p> <p>9. Primary person(s) responsible for accomplishing objective</p>

at the events.	created to document the content of trainings, site visits, conference calls and focus groups.		
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line	
<p>a. Schedule dates and times for AFSI Toolkit trainings, site visits, focus groups, and conference calls.</p> <p>b. Invite pilot site coordinators and pilot site stakeholders to participate in AFSI Toolkit trainings, site visits, conference calls, and focus groups.</p> <p>c. Plan and implement six AFSI Toolkit trainings.</p> <p>d. Plan and facilitate a maximum of three focus groups.</p> <p>e. Conduct a minimum of six site visits among the eight pilot sites.</p> <p>f. Engage in a minimum of 60 conference calls with appropriate audiences among the pilot site stakeholders across the eight pilot sites.</p>			
<p>4. Objective 5: By the end of each quarter for each fiscal year, the National ALA office will update their CAMP evaluation database with pilot site evaluation data.</p>			
<p>5. Rationale for objective: Ongoing consistent documentation of evaluation data enables the National ALA office to create quarterly</p>			

and annual reports for dissemination to stakeholders.			
6. Measures of accomplishment a. Dates/times the database was updated with the pilot site data.	7. Data sources to measure accomplishment a. Dates of pilot site data submission, logs and records of database updates.	8. Primary person(s) responsible to gather data	9. Primary person(s) responsible for accomplishing objective
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line	
a. Establish dates for quantitative data submission by pilot site staff to the National office. b. Compile quarterly quantitative evaluation data submitted by pilot site staff. c. Update evaluation records for each pilot site using the data management system.			
4. Objective 6: The National ALA office will develop a quarterly evaluation report by April 30, July 31, October 31, and January 31.			
5. Rationale for objective: The quarterly report serves as a tool for monitoring performance of the CAMP initiative across the eight pilot sites, similarly, it documents lessons learned, challenges, and accomplishments of the pilot schools in their efforts to create asthma-friendly schools.			
6. Measures of accomplishment a. CAMP evaluation database updated quarterly. b. Three quarterly and one annual report are available	7. Data sources to measure accomplishment a. Dates of pilot site data submission, logs of data cleaning, and database update.	8. Primary person(s) responsible to gather data	9. Primary person(s) responsible for accomplishing objective

c. Identification of the reports.	b. List of quarterly and annual reports; number of reports developed; dates/times of report completion		
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line	
<p>a. Prepare notes, transcripts, and/or tape recordings for content analysis of data from focus groups, site visit, and conference calls.</p> <p>b. Conduct content analysis for each site from focus groups, site visits, and conference calls.</p> <p>c. Identify common emergent themes from content analysis across pilot sites, groups, and calls on a quarterly basis.</p> <p>d. Compile quarterly evaluation data (quantitative and qualitative) submitted by the pilot sites.</p> <p>e. Update evaluation records for each pilot site using the data management system.</p> <p>f. Generate an aggregate data set for the eight pilot sites.</p> <p>g. Write the quarterly reports using the site-specific and aggregate evaluation data.</p>			

4. Objective 7: The National ALA office will disseminate a total of three quarterly and one annual evaluation report to the pilot sites within 30 days after completion.			
5. Rationale for objective: Distributing the quarterly reports in a timely fashion promotes consistent involvement with and knowledge sharing about the CAMP evaluation and asthma-related issues within and across the various stakeholder audiences. Exposure to the content of the reports also enables the pilot schools to better understand how well their individual program is performing to develop asthma-friendly schools individually and against other pilot sites.			
6. Measures of accomplishment a. List of appropriate individuals among the key stakeholders receiving reports is generated. b. Number of reports sent to each stakeholder. .	7. Data sources to measure accomplishment a. Logs of report recipients; dates/times of mailings; number of reports per recipient; characteristics of recipients.	8. Primary person(s) responsible to gather data	9. Primary person(s) responsible for accomplishing objective
10. Activities in support of this objective	11. Primary person(s) responsible for accomplishing activity	12. Activity time line	
a. Develop a distribution timeline for the evaluation reports. b. Develop mailing lists and methods for distribution. c. Distribute evaluation reports according to the specified timeline.			

Work Plan Instructions

1. **SEA, LEA, TEA:** the state, city, or territory in which your project takes place.
2. **Priority:** the priority under which your work is funded (e.g. HIV, CSHP, asthma, food safety, YRBS).
3. **Goal I:** a broad statement of program purpose which describes the expected long-term effects of a program. Goals should address the program's effect in reducing a health problem (e.g. HIV, obesity, tobacco-use prevention), and identify the target population to be affected (e.g. middle school students, school districts, health education teachers).
4. **Objective 1:** a statement describing the results to be achieved and the manner in which these results will be achieved. Objectives should be **SMART**, that is, **Specific, Measurable, Achievable, Realistic, and Time-phased**. **Specific** objectives include *who* will be targeted and *what* will be accomplished; **measurable** objectives include *how much* change is expected specifically enough that achievement of the objective can be measured through counting or through documenting change or completion; **achievable** objectives can be realistically accomplished given existing resources and constraints; **realistic** objectives address the scope of the problem and reasonable programmatic steps; and **time-phased** objectives provide a time line indicating when the objective will be measured or a time by which the objective will be met.
5. **Rationale for the objective:** why you think the objective will contribute to accomplishing the goal. You may refer to a logic model that shows the objective leading to the desired outcomes or you may provide context that shows why this objective is necessary given your program's resources or constraints.
6. **Measures of accomplishment:** these are the quantifiable criteria that describe how you know if you succeeded in accomplishing an objective. Measures might include target numbers (e.g. 100 middle school health education teachers trained) or they might include quantifiable changes (such as middle school teachers having increased confidence in teaching a health education curriculum after attending a professional development event) or completion of an activity. To the extent possible, measures of accomplishment should be aligned with the *School Health Program Indicators*.
7. **Data sources to measure accomplishment:** data sources might include rosters, phone logs, agendas, surveys, observations, interviews, or focus groups. The data sources are used to assess whether an objective has been achieved and a summary of the data are reported to DASH. The data sources themselves are not provided to CDC. (You do not need to provide meeting

rosters from an advisory meeting of school principals, for example. Data sources should be kept, however, and should be available on the request of your project officer during site visits, for example.) Data sources should be summarized to report complete, partial, or unmet objectives in progress reports (only 20, not 40 people attended meetings; participants were school principals as intended, not other school staff; and the intended outcomes of the meetings were achieved).

8. **Primary person(s) responsible to gather data:** who is most responsible to gather and report on the data that measure whether objectives have been accomplished.
9. **Primary person(s) responsible for accomplishing objective:** who is most responsible to accomplish the objective.
10. **Activities in support of this objective:** describe anticipated events that take place as part of a program in support of the objective. Although we include only four activities in the work plan format for each objective, you should list all activities for each objective.
11. **Primary person(s) responsible for accomplishing activity:** who is most responsible to accomplish programmatic activities in support of the objective.
12. **Activity time line:** when you anticipate completing each activity.